

Boat configurator: SEO analysis and evaluation

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Various online boat suppliers have long recognized the trend: Customers can design boats online with a configurator according to their individual needs.

In this paper we would like to analyze the potential of boat configurators from the perspective of corresponding online providers. At its core is the question: *“Is it worth investing in a boat configurator at this time?”*.

Since a boat configurator is integrated into the website via the homepage, the focus here is on online analysis.

In a first step, we will analyze the demand for boat configurators with Google’s Keyword Planner using various keywords. This is followed by a trend and competitor analysis of the most important competitors, in some cases in the form of a brief summary.

Finally, an overall assessment is made on the basis of the findings.

Analysis with the Keyword Planner.

The following table contains relevant keywords related to boat configurators according to the Keyword Planner of Google Ads:

Keyword	Search Volume	Competition	CPC for high positions (in €)
Boat configurator	140	Low	0,48
Build your own boat	880	High	0,22
Build your boat	110	High	0,25
Yacht configurator	170	Low	0,24
Luxury yacht configurator	30	Low	0,51
Design your own yacht	50	Middle	0,21

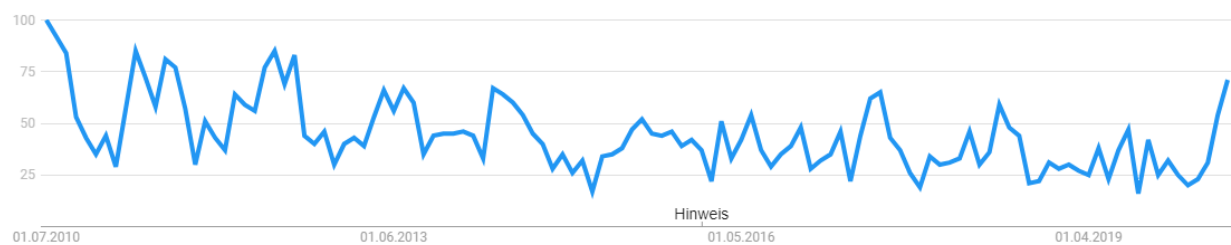
Some interesting keywords with low, medium and high competition can be found. CPCs (costs per click in Google Ads) are very low, as a result a positive RoI can be assumed with corresponding investments in Google Ads.

Trend analysis with Google Trends.

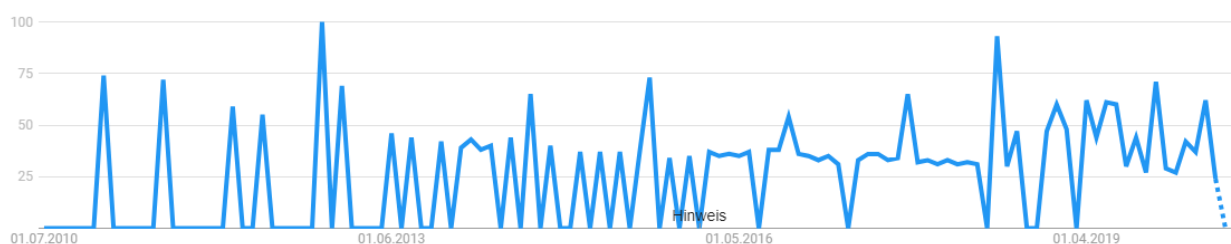
Boat configurator.



There has been a stable demand for the keyword: “boat configurator” for several years.



The keyword: “Build your own boat” has also shown stable and high demand for several years. We get similar results after entering the keyword: “yacht configurator” into the tool:

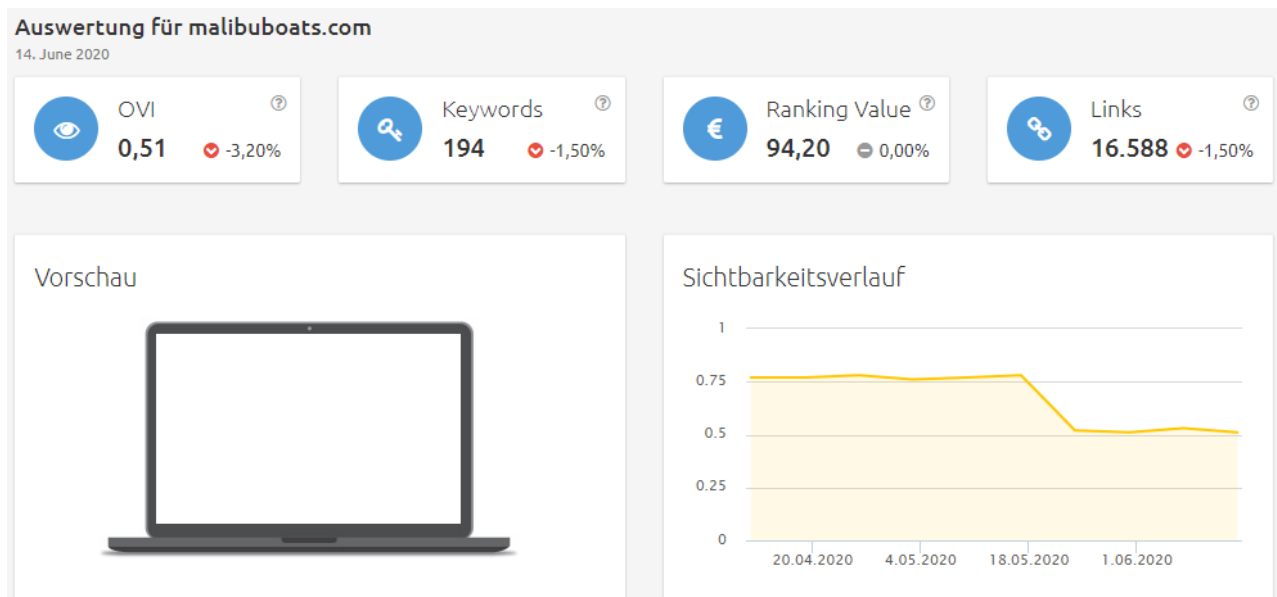


Conclusion: There are numerous interesting keywords with high and for years stable demand. In addition, the costs per click are very low with Google Ads, so that a positive RoI can be assumed for corresponding campaigns.

Competition analysis:

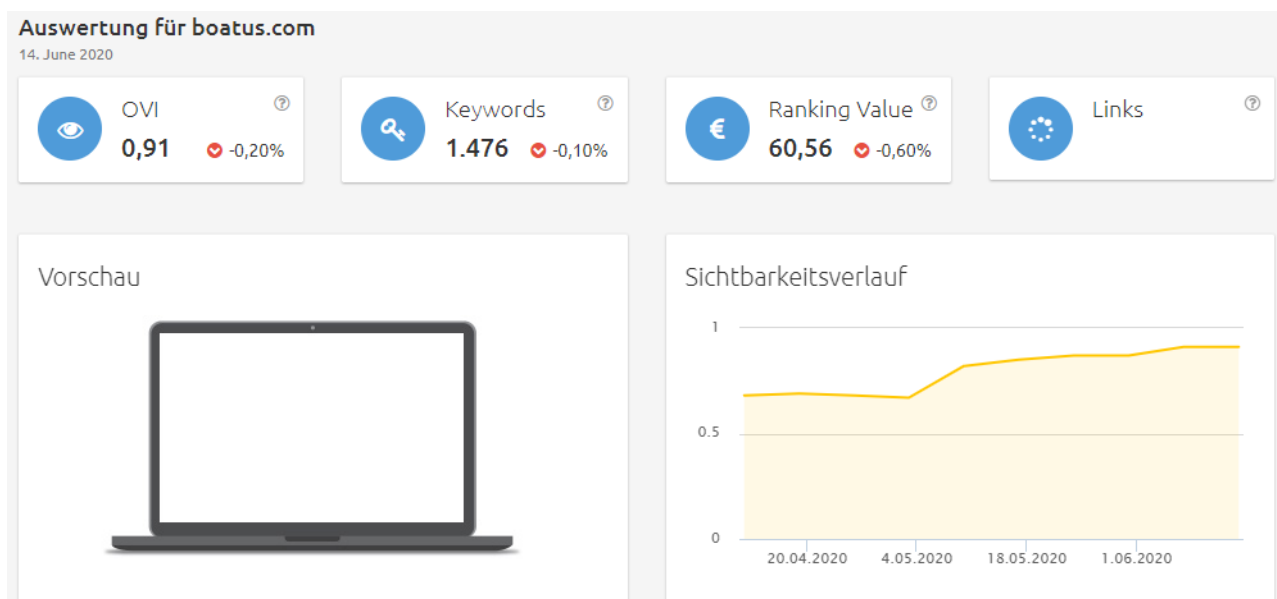
In the following we will take a closer look at the competitive situation. In order to get a more accurate picture, we will analyze the websites in places 1 to 10 on the basis of different keywords.

On the first place when entering the keyword: “boat configurator” you will find the website malibuboats.com:



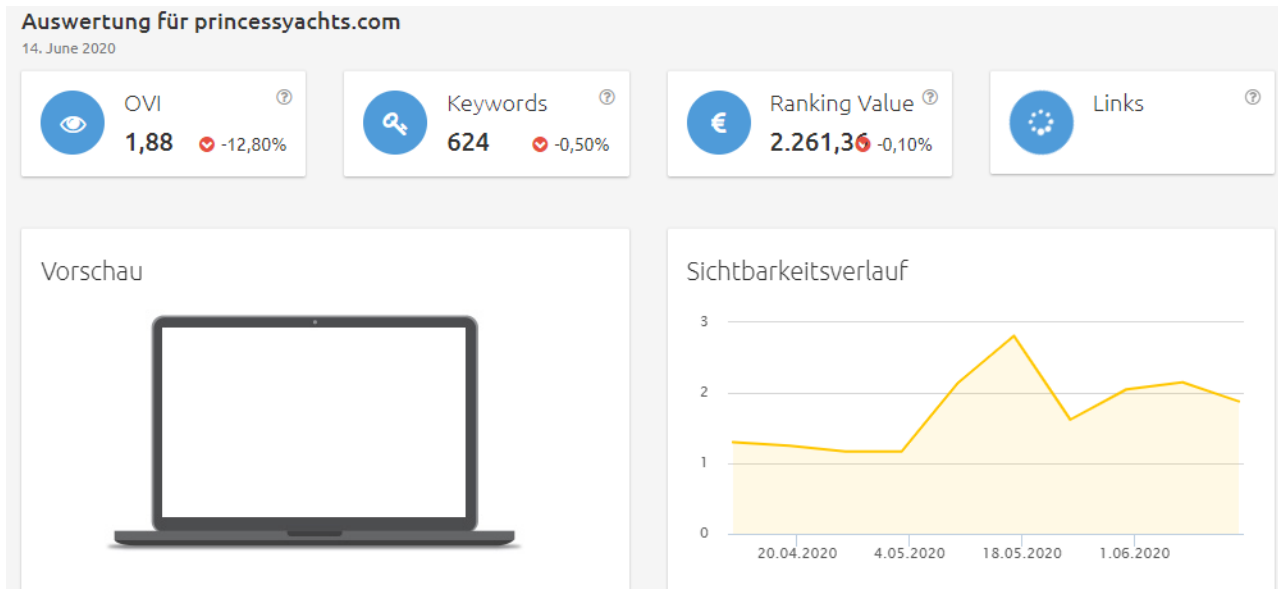
The website has a rather low visibility.

On the fifth place when entering the search term: “Build your own boat” you will find the domain boatus.com:

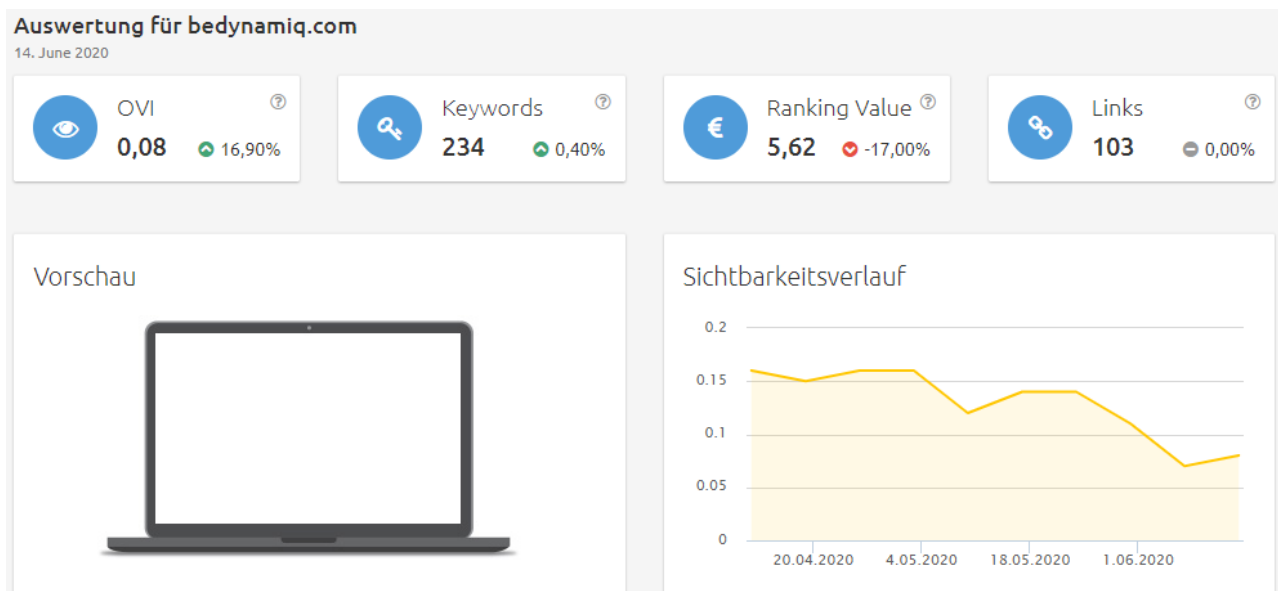


The domain also has a low visibility. With 1,476 keywords the website is in the top 100 of Google.

Now we take a closer look at rank seven of the keyword: “yacht configurator”.

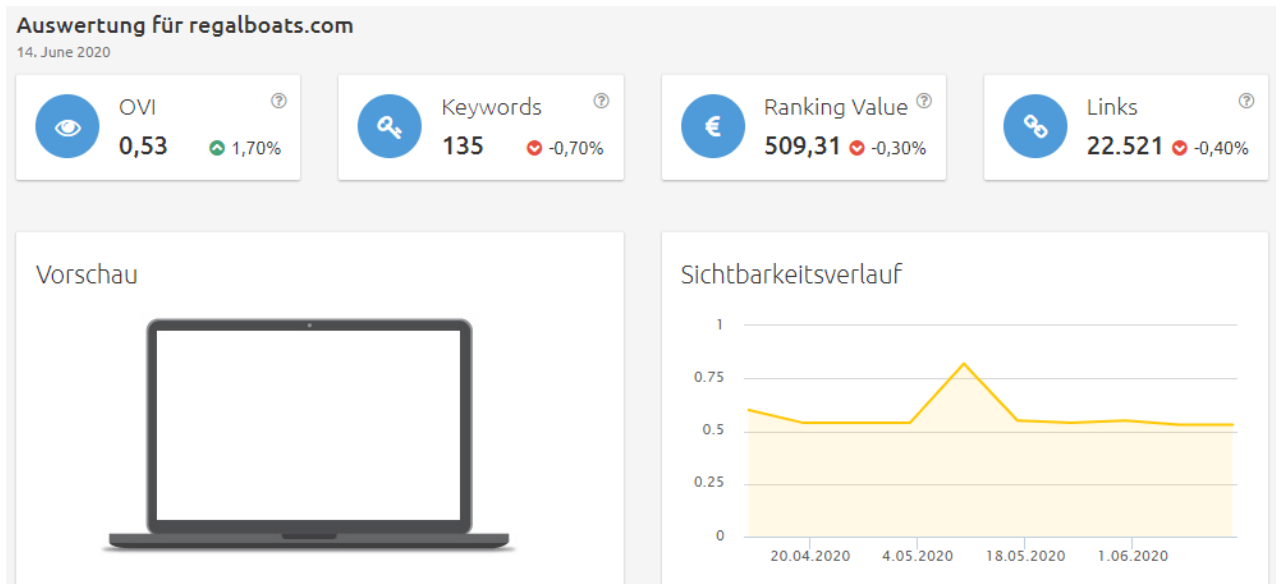


The domain princessyachts.com currently also has a low visibility. Now let us take a closer look at the second place for the keyword: “luxury yacht configurator”:



bedynamiq.com is a website with very low visibility.

Finally, we consider the ninth place of the keyword: “design your own yacht”. This ranking currently occupies regalboats.com:



regalboats.com is a domain with low visibility.

Conclusion: The relevant keywords include websites with exclusively low visibility.

Overall assessment: Overall, there is a high and stable demand for boat configurators on the Internet. This is already being served by some providers with low visibility at the present time.

For relevant keywords like “boat configurator” or “yacht configurator” good positions in Google search results should be quite realistic.

Due to the very low click costs, investments should be made in Google Ads.

We are specialized in the planning and implementation of real-time 3D configurators and have realized numerous projects in the past.

The following video presents a yacht configurator implemented by us:



Watch Video At: <https://youtu.be/bE9JaUYNWQU>

You can contact us directly via the following link:
viscircle.de/contact